

SHE SERVED

Celebrating Women Veterans

Hosting a She Served Event

"Every woman veteran has a story worth telling. Together, we can ensure it is never forgotten."

Thank you for considering a partnership with the She Served Initiative. We are honored to work alongside organizations that share our passion for recognizing the service and sacrifice of women veterans.

A She Served event is more than a photoshoot - it's an experience. Through professional portraits, personal storytelling, and a beautifully designed commemorative magazine, we celebrate the women who have served our country and preserve their stories for future generations. The magazine also highlights the hosting organization, providing an opportunity to share your mission, programs, and impact with a broader audience.

Whether your event is a conference, retreat, wellness program, or community gathering, we'll work with you to create an experience that is both meaningful and memorable.



Click [here](#) for full view of all our magazines

A Partnership That Works

Hosting a She Served event is a collaborative effort. While your organization focuses on creating a memorable experience for your veterans, we take care of preserving their stories.

- **Your Role**

- ✓ Invite your women veterans
- ✓ Provide the venue
- ✓ Help promote registration
- ✓ Cover reasonable travel expenses (hotel, mileage/airfare, and meals when applicable)
- ✓ Create a memorable event for your veterans
- ✓ provide **1–2 articles** highlighting its mission, programs, and the work it does to support veterans—both women and men.

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- **Our Role**

- ✓ Coordinate participant questionnaires and military photo submissions
- ✓ Write participant biographies
- ✓ Schedule photography sessions
- ✓ Professional portrait photography
- ✓ Design and publish the magazine

Our goal is to make the process simple, organized, and enjoyable for everyone involved.

What Makes the She Served Experience Different?

Unlike a traditional photoshoot, every participant's story is written **before** the event.

Each veteran has the opportunity to review her biography, make corrections, and ensure her service is represented accurately at her portrait session. To make this possible, **completed interview questions and a military photo must be submitted by the established deadline.** Photography appointments are scheduled only after these materials have been received.



Planning for Success

Our proven planning process helps ensure a smooth and successful event.

Approximately 60 Days Before

Planning meeting with the host organization to discuss goals, logistics, travel, participant numbers, and event details.

Approximately 45 Days Before

The host sends invitations using the She Served registration links.

Approximately 15 Days Before

Deadline for participant registration, interview questionnaire, and military photo.

Leading Up to the Event

- She Served writes participant biographies.
- We maintain a registration tracking spreadsheet and provide regular updates to the host.
- Portrait session time slots are assigned once participant materials are complete.

If fewer than **75% of anticipated participants** have completed registration by the submission deadline, the host organization and She Served will discuss whether postponing the event is in everyone's best interest.

Event Requirements

Photography Space	Costs to the Host
• Approximately 20' × 20' • Indoor location preferred • Nearby waiting area	• Hotel accommodations • Airfare or mileage • Meals during travel

She Served provides a travel estimate before the event. For larger trips, a **fully refundable 50% advance payment** toward estimated travel expenses is appreciated to allow travel arrangements to be secured. There is **no fee** for She Served's photography, storytelling, or magazine production. As a volunteer organization, discretionary donations are always appreciated to help offset operating expenses.

After the Photoshoot: Magazine Production

Following the photoshoot, the She Served team begins the post-production process. This includes professionally editing the portraits, incorporating any final corrections veterans made to their biographies during the event, gathering additional magazine content, and preparing all materials for our graphic designer. Once the complete content package is submitted for design, the magazine moves through layout, internal review, corrections, and final publication. Because the She Served Initiative is operated by a volunteer team, please allow approximately **8–10 weeks after the photoshoot** for the completed magazine.

Host Content Deadline: The hosting organization must submit its **1–2 guest articles and all accompanying photographs, logos, captions, and other requested materials no later than two weeks after the photoshoot.** This is a firm deadline. After this date, the magazine enters the design phase, and additional content or substantial revisions may not be accepted. Meeting this deadline helps us keep production on schedule and prevents delays in publication.

Let's Tell Her Story Together

Together, we can ensure the service and sacrifice of women veterans is remembered for generations to come.

Website: www.sheservedinitiative.org

E-mail: info@sheservedinitiative.org



When Jerrie Badger was 18, she attended a fair in Stanford, Texas, where a pilot was taking people up and circling the town over the 4th of July holiday festivities. Jerrie went up and when the pilot asked her if she would like to hold the controls she said "yes", and she was hooked on flying. After graduating high school, she moved to San Antonio where she attended St. Mary's University and worked as a runner at the San Antonio Express News. She paid for private flying lessons on a student's wages. She was close to earning her pilot's license when she ran out of money, but she was determined to finish and secured a loan to pay for the remaining lessons.

After gaining her pilot's license, she earned her first wings with the Texas Wing of Women Pilots (also in San Antonio). At this time, she heard about the Women Airforce Service Pilots (WASP) program and headed for Avenger Field in Sweetwater, Texas to apply.

Jerrie was one of 1,074 women (out of 25,000 applicants) that successfully completed the WASP program, and graduated on December 7, 1944, (the last WASP class) receiving her silver WASP wings. Jerrie was assigned to Alton Army Air Field, just west of Victoria, Texas, where she flew AT-6s until the day the WASPs were disbanded.

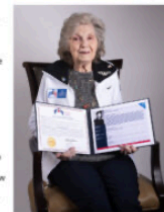
In 2008, Jerrie and the other surviving WASP pilots were awarded the Congressional Gold Medal in a ceremony in Washington, DC. On January 15, 2024, Jerrie was also awarded the Living Legend proclamation presented by the Military Women's Memorial.

After the WASPs disbanded Jerrie returned to San Antonio and worked at a flight school where she continued to fly whenever/whenever possible. She recalls that she once flew a plane for a guy from Dallas, Texas, to Cheyenne, Wyoming, for \$100.00, but then had to find her own way back home.

Eventually Jerrie chose to hang up her wings and raise a family. She had four daughters and plenty to keep her busy. During this time, she also worked for the U.S. Postal Service and retired after 20 years as a Postmaster. Jerrie is now 102 years old and lives in Suwanee, Georgia, where she looks forward to visits from her daughters, two grandchildren, and one great-grandchild.

Jerrie loved flying and being a trailblazer for women in the military. She says, "The WASPs were breaking barriers and proving wrong the people that doubted that women pilots were as good as the men." She still exudes the pride she felt for herself and her WASP comrades.

Jerrie is part of the greatest generation this country has ever known, and when asked what advice she would give to women veterans today she said, "shake the bushes and say: Here I am. Don't ignore me."



Celebrating Women Veterans

Attachment 1

Host Organization Partnership Agreement

Thank you for partnering with the **She Served Initiative** to honor and preserve the stories of women veterans. This agreement outlines our shared commitment to creating a successful and meaningful event.

This agreement serves as a statement of partnership and is not intended to create a legal contract between the parties.

Host Organization Agrees To:

- Invite participants using the She Served registration materials.
- Encourage participants to submit their interview questionnaire and military photo by the agreed-upon deadline.
- Provide a suitable event venue, including an indoor photography area (approximately 20' x 20').
- Cover agreed-upon travel expenses for the She Served team (hotel, airfare or mileage, and meals, as applicable).
- Work collaboratively with the She Served Initiative throughout the planning process.

She Served Initiative Agrees To:

- Guide participants through the storytelling process and track required submissions.
- Write and edit participant biographies prior to the event.
- Provide professional portrait photography.
- Design and publish a commemorative She Served magazine.
- Keep the Host Organization informed throughout the planning process.

Mutual Understanding

To maintain the quality of the She Served experience, all participant interview questionnaires and military photos must be received by the agreed-upon deadline. If fewer than **75% of anticipated participants** complete the required submissions, the Host Organization and the She Served Initiative will jointly determine whether postponing the event is appropriate.

A travel estimate will be provided prior to the event. For events involving significant travel expenses, a **fully refundable 50% advance payment** toward estimated travel costs is appreciated.

By signing below, both parties acknowledge their commitment to working together to create a meaningful experience honoring women veterans.

Host Organization

She Served Initiative

Representative: _____

Representative: _____

Attachment 2

Event Invitation Template

Dear Esteemed Veteran,

(Hosting Organization) is honored to invite you to participate in a special She Served Initiative photoshoot, hosted at (location) on (Date)

This photoshoot is part of a meaningful collaboration between (insert Hosting Organization) and the She Served Initiative, a nonprofit organization dedicated to honoring and amplifying the stories of women who have served in the United States Armed Forces. Together, we are creating a special edition of *She Served Magazine* that will celebrate the diverse experiences, service, and legacy of women veterans.

Participants will be professionally photographed and your photograph and story will be featured in a special edition of *She Served Magazine*.

For more information about the She Served Initiative view our website at <https://sheservedinitiative.org> or follow us on social media at She Served-Celebrating Women Veterans.

Important Event Details

When: Insert Date

Where: Insert Location

To participate in this photoshoot we kindly ask you to complete the following actions NLT (Insert Deadline) Members of the She Served team will reach out to you to guide you in the process.

☒ Complete the Interview Questions

Fill out the form at [ç](#) The more details you provide, the better! We will use this information to write your article for the She Served Magazine - (Hosting Org)

 Submit a Military Photo

Email a photo of yourself in uniform to info@sheservedinitiative.org The photo will also be used for the She Served Magazine - (Hosting Org)

What to Expect

The She Served Initiative provides a complimentary, professional photoshoot to create your She Served Portrait. These are not casual snapshots, your images will be professionally guided and retouched to highlight your strength and legacy.

We'll work with you to develop a concept and wardrobe selection, ensuring a polished and empowering experience. The session will take place "in-studio only".

We can't wait to celebrate you and your legacy. Thank you for your service!

Visit sheservedinitiative.org for more info about the She Served Initiative.

With gratitude,

Insert Signature